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PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO Section 52 Field Sales Force **DATE:** October 8, 1996

FROM: Gary Foster / Trade Marketing

SUBJECT: **Basic "Retail Masters" Non Mega Meet Comp Program - May through July 1995**

Please be advised that the Retail Masters Non Mega Meet Comp program will be in effect from May 1st through July 31st **and will include all Basic packings.** Details of the program are outlined below.

OBJECTIVE

The objective of this program is to have Basic meet the price of GPC where GPC is being supported with manufacturer's coupons or buy downs to lower its effective selling price to the consumer in "**Retail Masters**" non-mega accounts.

PROGRAM DESCRIPTION

OFFER:

If GPC products are being bought down with manufacturer's coupons or buy downs to lower their effective selling price to the consumer, you are authorized to reduce the price on Basic to meet the price on GPC.

Criteria: Retail Masters Participant

BUDGETS:

Budgets to fund the " **Retail Masters** " Non Mega Meet Comp payment have been established for each " **Retail Masters** " account in the Section (See Attachment A - Participating Stores). The budget was based on the following formula:

PM Disc. CPW Volume per SPACE (by account)

X 90% (assumes 90% of PM's Disc will be Basic)

X120% (assumes 20% volume lift from price reduction)

X $2.50 (average Market buy down amount)

X 6 (number of participating weeks)

= Total RM account Budget

Please be advised that your "**Retail Masters**" Non Mega account budgets are specific to each account's volume and can **NOT** be transferred to another account. Since buy down rate may vary (**Up or Down**) by account, budgets can be adjusted to reflect actual store discount volume and buy down rate amount using the above formula. The per carton Meet Comp payment cannot exceed $3 without prior Section Director approval. The budget total reflects full Basic price reduction participation in **Three (3)** alternating 14 consecutive day periods between 5/1/95 thru 7/31/95.

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MEET COMP IN-STORE REQUIREMENTS:

The Basic Retail Masters Non Mega Meet Comp program will require a retailer to lower its price by at least the amount of the PM buy down amount on all inventory of Basic packings. The participating retailer must offer Basic at a reduced price for Three (3) alternating14 consecutive day periods between 5/1/95 thru 7/31/95.

POS Requirements: Participating retailers must agree to place a minimum of two interior pieces of Basic price call outs and one exterior Basic POS piece, preferably a Basic banner.

DISPLAY / POS SUPPORT:

See attachment C - Basic Meets Comp P.O.S.

PAYMENT:

Payments to retail should be invoiced every two weeks throughout the program after retail sales performance is verified. Final payments should be made no later than August 20, 1995.

- Use **promotion code 298B** exclusively in **RETAIL MASTERS (Non Mega)** stores to invoice all **May through July Basic Meet Comp** payments.

In order to accurately track Meet Comp expenditures, it is critical when invoicing this program to record the number of cartons and dollar amount per carton in the "Quantity" and "Rate Factor" fields respectively on the invoicing systems for each participating Retail Masters Non Mega account.

TRACKING / DOCUMENTATION:

For documentation purposes, it is mandatory that you complete the attached Basic Meet Comp Verification form (Attachment B) each time you decide to Meet Competition on Basic. List the designated competitive brand (GPC) that Basic's price is matching and the "Meet Comp" price. An account signature is required for each Meet Comp payment. These forms should be kept on file at the Section Office. Be prepared to verify the volume of designated competitive discount product being bought down in these outlets.

If you have any questions about this program, please contact your SSD, SOM or TMD.

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